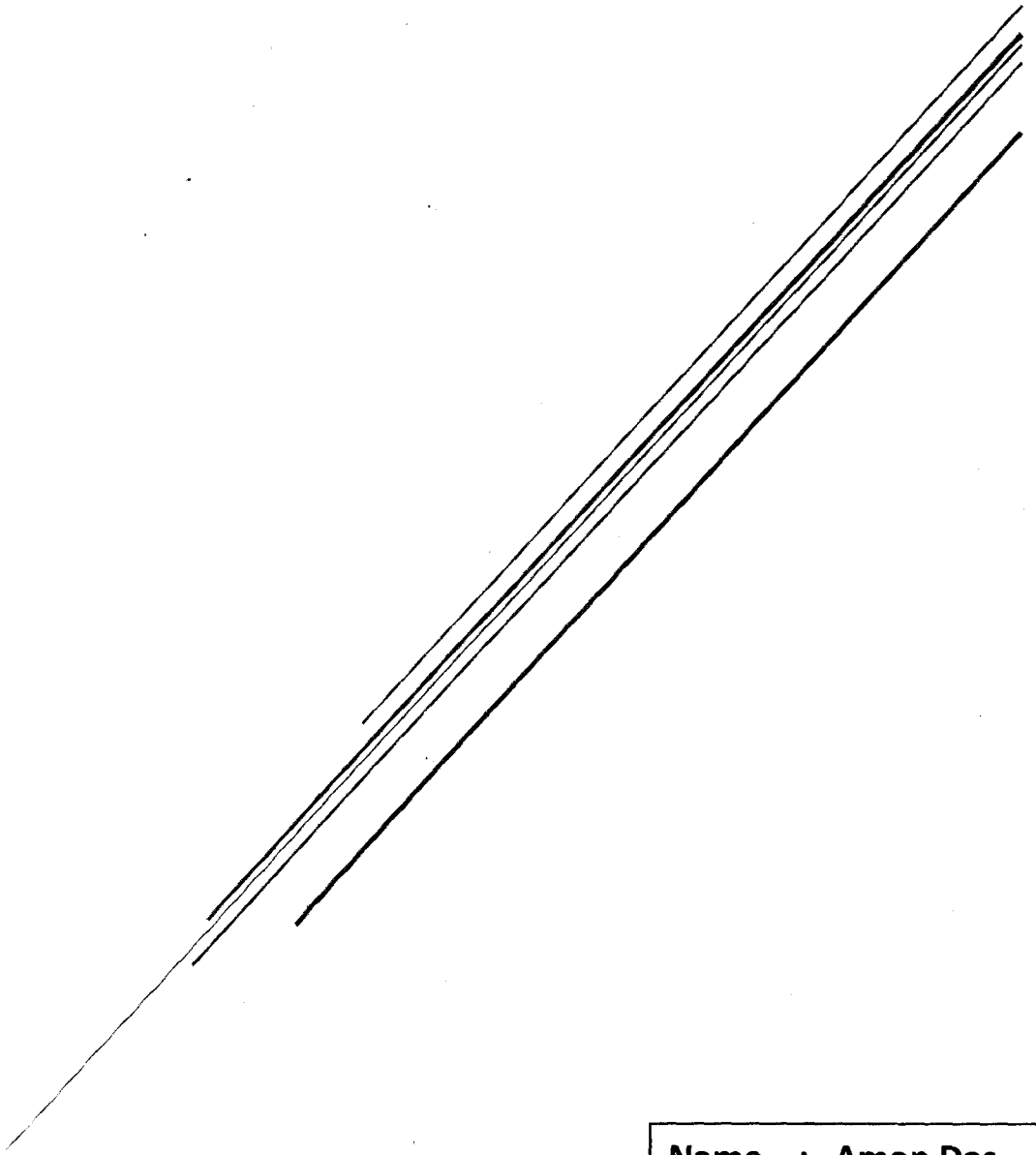


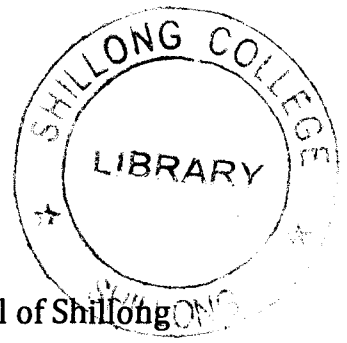
DA-WAN-KI FARM & HOMESTAY

Project Report



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ACKNOWLEDGEMENT



I wish to express my sincere thanks to Dr. K.D.Ramseij, principal of Shillong College for providing me an opportunity to do this project work in "DAWANKI farm and homestay"

I pay my deep sense of gratitude to my Head of Department, Smti W.C.K.Sohliya, MANAGEMENT Department, Shillong College to encourage me to the highest peak & to provide me the opportunity to prepare the project. I am immensely obliged to my friends for their elevating inspiration, encouraging guidance & kind supervision in the completion of my project.

I also feel to acknowledge my indebtedness & deep sense of gratitude to all my teaching staffs Shri. P. Kipgen, Shri.T.L.Tiewsoh, Smti.I, Diengdoh, Smti. A.Diengdoh, for their valuable guidance and kind supervision given to me throughout the course which shaped the present work as it show. The completion of this project could not have been possible without the participation & assistance from their lectures.

Lastly, but not least, I would like to thanks all of those who helped me throughout the process of this project.

Thank You.

Amon Das (BBA 3rd year)

CERTIFICATE

TO WHOM IT MAY CONCERN

This to certify that Mr / Mrs of department of management from SHILLONG COLLEGE has completed his/her project file under my supervision . He/ She has taken proper care & shown outmost sincerity in completion of this project.

Date

Place

Mr/Ms.....

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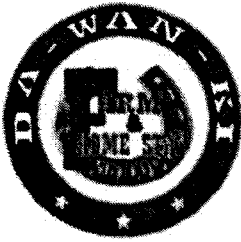
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DA-WAN-KI

FARM & HOMESTAY



INTRODUCTION

ABOUT DA-WAN-KI

Da-wan-Ki name of three siblings was a multipurpose project, a Home Stay for Tourism as well as a Farm. Da-Wan-Ki owners believe that every journey should be a memorable one. Therefore, they had taken the initiative to make every possible journey of tourist's memorable by delivering the most efficient travel services.

Da-Wan-Ki was situated in Umpohwin village, Ri-Bhoi district. It is about two hours journey Shillong beyond Bhoirymbong village. It is located in an isolated forested area and one can feel the fresh air coupled with the beautiful surroundings. Da-Wan-Ki Farm and Home Stay is the perfect get away from the bustling city life.

Da-Wan-Ki home stay was created with financial assistance from Meghalaya Tourism Department under Meghalaya Tourism Department and Investment Promotion Scheme 2012 and financed by UCO Bank. It was establish to the public in October 30, 2015.

The location and serenity that nature offers gave relaxation for the tourism. **Basic requirements** such as water supply, electricity and solar water heater are **also** available in Da-Wan-Ki Farm and Homestay. An overnight stay can be very **enchanting** with its serenity, quietness and totally isolated from human **habitations**. A Restaurant is also available for people who do not like to cook **by themselves** in the kitchen of the Home Stay. Local Sumo is also available **and can** be arrange to transport tourists to the different places of interest **where** ever they choose.

Therefore, Da-Wan-Ki Farm and Homestay is a fresh business project entity. Hence, there are no specific set structures to follow. The firm is also involved in several activities such as:

- Natural pool for children
- Rope swing from a Tree
- Picnic spot
- Camping
- Boating
- Fishing
- Trampoline
- Pony rides &
- Trekking



The land was purchased 14 years ago; the area was completely covered with trees. And it took 5 years to develop the area.

Initial investment	₹ 7, 00,000
+ Bank loan	₹ 15, 00,000
Total	<hr/> ₹ 22, 00,000

VISION

- Future plan is to expand activities.
- Develop the café , providing better service & more entertainments to also add new cuisines in the café

The homestay is still in a stage of evolving, they are planning to grow, & add new services as well.

Providing employment for local people is their aim.

- The goal is to provide stop urbanization by promoting the rural area.

MISSION

- They are trying to execute "SKILL IN INDIA MISSION"

Whereas the people of that area are lacking of skills, so they want to teach, to develop the skills for the people of that area, so that they can employ the local people to meet their "AIM"

OBJECTIVES

- To grow tourism in rural area.
- To promote the Ri-Bhoi district as the tourist place.

The main objective of the homestay is to promote the tourism in rural area & they are trying to achieve their goal by providing a better relaxation in homestay as it is cut off from the city buzz.

SWOT ANALYSIS

STRENGTH

- The main strength is the place itself, the homestay is situated in isolated place so it is cut off from the city buzz, the place provide the better relaxation, to the visitors & tourist, which are mainly from ASSAM, SHILLONG & KOLKATA.
- Their workers are also their strength as without them the fram & homestay won't perform well.

WEAKNESS

- The main weakness is also their place
As their strength is the place their weakness is also their place as the place is situated in the isolated place for better relaxation, but going there is tough as the roads, are in very bad condition, which is why visitors don't like to go to that place because the roads their cars can get damaged.
And also being in an isolated place, finding mechanic is also going to be tough
That is why visitors don't like to go there. And the weakness emerges in the form of their place.



OPPRUNITY

- Their opportunity lies in the way of organic farming.
The farm & homestay grows few vegetables which is completely grown in a natural & organic way, without the use of any harmful chemical & fertilizers.

The visitor's likes this method very much, so cultivating more in a natural way, gives them an opportunity to develop themselves, "in a more natural way"

THREAT

- The main threat for them is a health centre, which is not available. And the other threat is a park known as "THRILLS FUN PARK", which lies in the Shillong-Guwahati highway. The visitors would often go there, instead of driving for 2hrs in a bad road.
- They are the first one in their place so no threat of substitute.
- It is also related to agriculture, so no threat in this segment as well.

SEGEMENTSATION, TARGETING, POSITIONING – STP MODEL

SEGMENTATION:-

Market segmentation is the process of dividing a board consumer of business market. The Da-Wan-Ki segments itself basically in tourism.

Demographic segmentation: - The Da-Wan-Ki attracts visitors, tourist for all ages, religion, gender, family size. It focuses on customer needs & wants. By providing plenty of services like pony rides, boating, etc. for middle age & trampolines for children.

Geographic segmentation: - The homestay is situated far from the city limits, to provide better relaxation & close to nature. Where tourist can spend time with their family, friends with different activities the homestay provides.

SEGEMENTSATION, TARGETING, POSITIONING – STP MODEL

TARGETING:-

The homestay targets visitors from all over India. Of different age group, different caste, gender, family size etc.

It also operates as a farm where customers are offered natural lifestyles a selection of few, fruits & vegetables. The organic produce are favourite among the customers who want to limit the amount of pesticides & other chemicals their foods come in contact with.

Individuals with may become customers who lead natural lifestyles a selection of their grown products.

Customers seeking food education:-

When customers spend time in homestay & consume the food items from café, they get the opportunity to speak with the individuals who work on the café or even who grows the vegetables. As a result they can ask questions regarding the cultivation.

The benefit of this that the customers are inspired, & they start kitchen gardening in their home

Or some customers who have abundant land they emits the middle man & start growing their own vegetables & fruits.

SEGEMENTSATION, TARGETING, POSITIONING – STP MODEL

POSITIONING:-

The homestay is a form of accommodation whereby visitors stay in a house. Da-Wan-Ki farm & homestay provides visitors with several activities, like boating, pony rides, fishing, trampoline & picnic spot, natural pool, rope swinging, trekking and homestay.

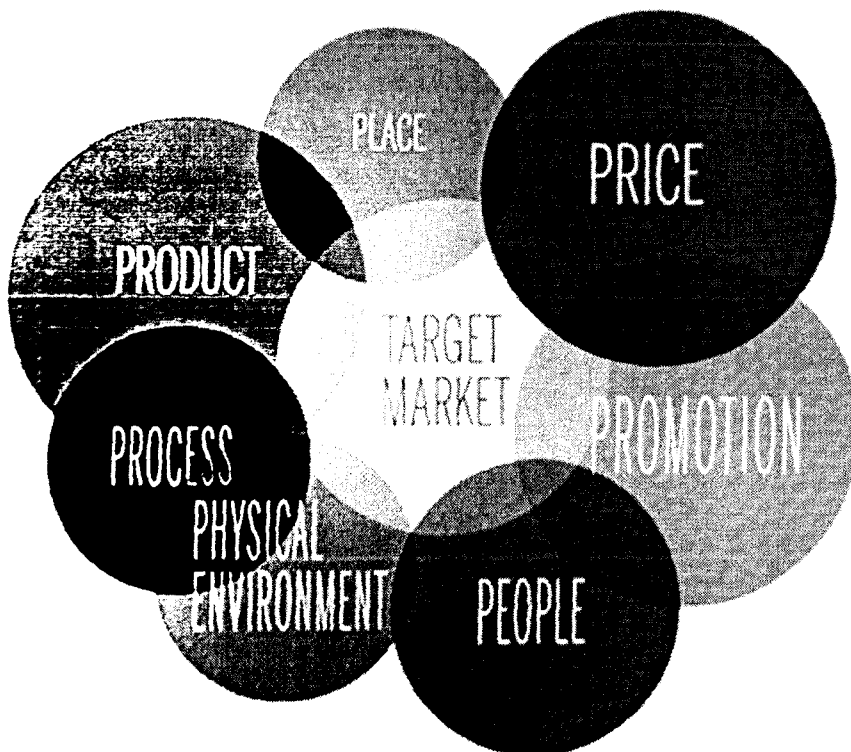
- Natural pool for Children: - Air mats and Baby pools available for ₦ 20.00 per child.
- Rope swinging from a Tree: - Safely swing from a Tree with attached harness. No charges.
- Picnic spot: - Cooking utensils and plates available at spot along with fire wood and water. Available for ₦800.00 per party.
- Camping: - Tents with sleeping bags available for ₦ 300.00 per person per night.

MARKETING MIX

The marketing mix is . . . The set of controllable tactical marketing tools – product, price, place, and promotion – that the firm blends to produce the response it wants in the target market.

The market trend for homestay is an increase in occupancy seen on a national scale. For years, homestay existed underneath the radar of the general population. When most people went on vacation, they would tend to make reservations at a hotel/motel. Within the last two years, people have begun to discover homestay and appreciate the additional services that they offer relative to traditional accommodations.

The industry has seen an increase in occupancy, from out of state or region travellers, as well as and more importantly, local people that are looking for a place to escape from their homes.



PRODUCT:-

The farm & homestay basically gives a service, which is intangible in nature.

They lots of services like:-

- Natural pool for children
- Rope swing from a Tree
- Picnic spot
- Camping
- Boating
- Fishing
- Trampoline
- Pony rides &
- Trekking.

Da-Wan-Ki farm & homestay must have to perform all these components & in the absence of even single components, the product mix is incomplete.

SL. No.:	Benefit	Meaning	With reference to the travel and tourism industry
1.	Core Benefit	The fundamental benefit or service the customer is buying.	Travelling
2.	Basic Product	Functional attributes	Ticketing, Hotel or Rooms Reservation
3.	Expected Product	Set of attributes the buyer already expects	Customer Friendliness, good food safety
4.	Augmented Product	That meets customers desires beyond expectations	Prompt services, comfortable trip, spectacular sights & music
5.	Potential Product	The possible innovation to distinguish the offer	Totally customized tour packages. A grade service at every stage

PRICE

Price refers to decisions surrounding "list pricing, discount pricing, special offer pricing, credit payment or credit terms". Price refers to the is the total cost to customer to acquire the product, and may involve both monetary and psychological costs such as the time and effort expended in acquisition

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The homestay also has a café where the foods are cooked only of organic vegetables. Where the prices of food items are reasonable for examples:-

RICE of different kinds is offered for ₹40, ₹60, ₹90, ₹80, ₹120 per plate.

Indian curries like chicken, egg are priced at ₹120 per pate.

Vegetables like potato slice & salads are priced at ₹50 to ₹70 per plate.

Noodles are priced at ₹120 to ₹140 per plate.

Chicken dishes are priced at ₹110 to ₹120 per plate.

Pork's are priced at ₹110 per plate.

Teas & snacks are priced at ₱5 to ₱30 per quantity.

Chow's are priced at ₱60 to ₱90 per plate.

Soups are priced at ₱30 to ₱80 per bowl.

Smoked meats are priced at ₱100 per plate.

Here we see that the Da-Wan-Ki farm & homestay have priced the food items in the café is slight higher. Although we have to see that it is located 72 km from the nearest city, & there is no other place to have food also, so we can expect a sudden rise in the price.

PLACE

Refers to providing customer access

Considers providing convenience for consume

Place includes company activities that make the product available to target consumers.

Place is also known as channel, distribution, or intermediary. It is the mechanism through which goods and/or services are moved from the manufacturer/ service provider to the user or consumer.

The location and serenity that nature offers gave relaxation for the tourism. Basic requirements such as water supply, electricity and solar water heater are also available in Da-Wan-Ki Farm and Homestay. An overnight stay can be very enchanting with its serenity, quietness and totally isolated from human habitations. A Restaurant is also available for people who do not like to cook by themselves in the kitchen of the Home Stay. Local Sumo is also available and can be arrange to transport tourists to the different places of interest where ever they choose.

PROMOTION:-

Promotion includes all of the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy these products or services.

Here the farm & homestay promotes itself all over the India, through their websites, print filers, newspaper ads, etc.

A concept that captures the essence of MEGHALYA hospitality, Homestays give the visitors the feel of home miles away from home. Now a day's visitors are opting for homestays as it gives the opportunity to be as close to the destination as possible.

Project requirements are the rooms should have a capacity relighted. Fans or air conditioners shall be provided in all rooms. Minimum carpet area standards prescribed for bath/bedrooms shall be 50 sq. ft. per bed.

People

(People are) . . . All human actors who play a part in service delivery and thus influence the buyers' perceptions; namely, the firm's personnel, the customer, and other customers in the service environment.

People are the most important element of any service or experience. In the homestay there are six people working. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it.

Physical Evidence

(Physical evidence is) . . . The environment in which the service is delivered, and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service.

Here the farm & homestay is a service sector Physical Evidence is the material part of a service. Strictly speaking there are no physical attributes to a service, so a consumer tends to rely on material cues. There are many examples of physical evidence, including some of the following buildings, equipment, signs and logos, annual accounts and business reports, brochures, your website, and even your business cards.

Process

Process is) . . . The actual procedures, mechanisms, and flow of activities by which the service is delivered – this service delivery and operating systems.

There are a number of perceptions of the concept of process within the business and marketing literature. Some see processes as a means to achieve an outcome, however in reality it is more about the customer interface between the business and consumer and how they deal with each other in a series of steps in stages, i.e. throughout the process.

The Da-Wan-Ki Farm & Homestay falls under tourism basically it's a service sector. It provides several activities & food.

Food offered in the café are cooked by the workers working there, or if visitors wishes to cook by themselves, it's also available where kitchen is attached to the homestay, where people who likes to have meal prepared by themselves.

Conclusion

As a conclusion, I would like to wind up with great thankful to the commerce department for inspiring me to write this assignment because through this assignment I learned quite more and gained some useful knowledge.

So once more I would like to thank to the department of management with whole heartedly. And at the same time I would like to say that it is very important for all of us to have a good knowledge about the project based on DAWANKI farm & homestay.